

REMARKS

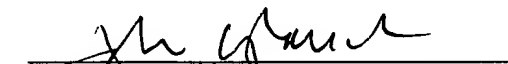
Claims 72-86 are pending in the application and are subject to restriction.
According to the Office Action, three inventions are identified among the claims:

- I. Claims 72-79, directed to a database searching apparatus for providing search results according to ranked search listings;
- II. Claims 80-84, directed to a method for managing search listings in a search database and storing the search listings for an advertiser; and
- III. Claims 85 and 86, directed to a method for determining the cost per click and ranking positions of the search listings and search result display.

Applicants respectfully elect Group I, claims 72-79, without traverse. Claims 80-86 are hereby cancelled from the application. Applicant reserves the right to file other claims including claims 80-86 in one or more divisional applications claiming the priority of the present application.

With this response, the application is believed to be in condition for early action on the merits. Should the examiner deem a telephone conference to be of assistance in advancing the application to allowance, the examiner is invited to call the undersigned attorney at the telephone number below.

Respectfully submitted,



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November 6, 2006
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